

GYKANTLER



VISIT NH SUMMER 2022 END CAMPAIGN REPORT | 10.17.22



Executive Summary

Campaign Overview and Objectives

- Summer 2022 was the closest return to normalcy since the onset of the pandemic
- Despite impact on some traveler behavior, we focused on trends that New Hampshire was uniquely positioned to capitalize on: road trips, connection to nature and outdoors, open spaces, and discovery
- Trends indicated that travelers may have an appetite for their “best summer yet”
- With these factors being considered, we were mindful of promoting responsible travel, especially with the state’s natural attractions, and considered our partnership with Leave No Trace
- Media began in March leveraging a phased approach within the long-haul markets to account for the longer planning cycles and capitalizing on consumers in the dreaming/planning phases of their summer vacations

Target Audiences

- Core geographies remained New England and New York
- Based on strategic input from SMARI and past strong performances, we amplified our efforts in the Connecticut, Rhode Island, and New York markets with a dedicated budget
- Expanded drive markets: Delaware, Maryland, New Jersey, Virginia, North Carolina, Ohio, and Pennsylvania
- Millennial Moms and Gen X Moms (families): Women 25-54 | Active, outdoor interests | HHI: \$100,000-\$149,000
- Childless Millennials and Gen X: Adults 22-54 | Active, outdoor interests | HHI: \$60,000-\$149,000
- Empty Nesters, Gen X, and Baby Boomers: Adults 45-64 | Outdoor interests | HHI: >\$100,000

BEA
Visit NH Summer 2022 Media Plan

EXECUTIVE SUMMARY:
CAMPAIGN FLOWCHART

Media Channel	March				April				May					June				July				August				Total Spots/Impressions		
Monday Calendar Dates	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22		
PRINT																												
Yankee Co-op											May/June Issue																	287,301
TOTAL PRINT IMPRESSIONS																										287,301		
TV																												
WMUR - New Hampshire										95	95	97	11	11	95	97											501	
ENAC - Providence										16	16	16			16	16											80	
WNAC - Providence FOX										27	27	27			27	27											135	
WPRI - Providence CBS										75	75	75			70	66											361	
WJAR - NBC 10										20	18	18	17	17	18	18											126	
WJAR Custom Segment										TBD																	N/A	
WTIC - Fox CT										106	103	102			103	99											513	
WCCT - Connecticut										30	31	30			30	30											151	
WCCT Custom Segment										TBD																	N/A	
WNBC - New York NBC											12	12	12			11	9										56	
Comcast (New England Cable Zones)										May-June																	46,528	
Comcast (Long Drive Zones)										April - June																		
Canadian TV Montreal										17	14	16	21	21	8	20	21										521	
Canadian TV Toronto										7	10	6	9	9	0	12	12										60	
TOTAL TV/VOD/OTT SPOTS																										49,032		
OOH																												
Boston																												
Back Bay Station Domination																											1,506,064	
I-93 Digital Billboard																											2,375,804	
Boston Digital Billboard Network																											8,050,830	
Hartford																												
Hartford Digital Billboard Network																											5,613,220	
I-91 Static Billboard																											2,892,880	
I-95 Static Billboard																											2,366,080	
Providence																												
Rt 1 Digital Billboard																											229,328	
Rt. 6 Digital Billboard																											55,980	
Rt. 6 Digital Billboard																											61,720	
I-295 Digital Billboard																											643,152	
New York																												
Times Square Corner Wrap (2 pieces)																											5,235,332	
Madison Square Garden Adjacent Digital Corner Wrap																											14,480,060	
Times Square Curved Digital Beast																											24,887,748	
Street Level Digital Signage																											8,002,428	
Street Level Video Signage																											7,484,065	
New Hampshire																												
95N Static Billboard																											1,284,420	
Montreal																												
Montreal Digital Billboards																											6,895,126	
Toronto Digital Billboards																											15,850,345	
TOTAL OOH IMPRESSIONS																										107,914,582		
DISPLAY																												
Matador																											6,900,000	
TravelSpike																											4,666,667	
DynAdmic																											7,500,000	
Sightly																											4,392,361	
AdTheorent																											21,775,862	
TOTAL DISPLAY IMPRESSIONS																										45,234,890		
CTV																												
Tremor																											8,000,000	
TOTAL CTV IMPRESSIONS																										8,000,000		
RADIO																												
Pandora																											28,225,290	
TOTAL RADIO IMPRESSIONS																										28,225,290		
SOCIAL																												
Facebook/Instagram																											22,275,000	
Snapchat																											2,506,667	
Pinterest																											2,341,846	
Influencers																											50,000	
TOTAL PAID SOCIAL IMPRESSIONS																										27,173,513		
SEM																												
Google																											1,840,000	
Google Discovery																											700,000	
TOTAL PAID SEARCH IMPRESSIONS																										2,540,000		
CAMPAIGN TOTAL																										219,424,608		

Campaign Takeaways

- Overall, KPIs were met across the board with increased CTRs and increased clicks YOY across all platforms
- Overall, the Summer 2022 campaign delivered 205.7 million impressions, 18.4 million video views, 1.5 million social engagements, and 652,000 link clicks
- Paid Social drove strong engagement at efficient costs, delivering over 28 million impressions, 319,767 link clicks, and 1.2 million video views at a cost-efficient CPV of \$0.14
- Display and video ad units resonated well with consumers and delivered nearly a quarter (23.7%) of total impressions, while the video units drove over 9.4 million video views
- Web behavior among test markets showed significant increases YOY in most markets, suggesting we're building brand awareness in these key market segments
- We successfully delivered over 8 million impressions through connected TV (CTV) placements across devices like Vizio and Roku TVs, reaching those in our target audience who have cut the cord of broadcast and cable TV
- Out-of-home billboards delivered nearly 108 million impressions across New Hampshire; Boston; New York City; Hartford, Connecticut; Providence, Rhode Island; Montreal; and Toronto
- Streaming audio spots and sponsorship drove high-level support of our message
- Influencer partnerships continued to create relatable content, driving 2,800 new followers on Instagram, specifically, as the highest interacted UGC post was from Kiel J. Patrick and generated 4.7 million impressions and 116,801 engagements
- Cumulative growth of followers across social media channels grew by just over 6,000 during the campaign period
- Creative assets featuring New Hampshire scenery and seasonal activities performed well, in addition to the Road Trip/Plan a Trip creative theme, which allowed us to position New Hampshire as the perfect location to enjoy the outdoors
- Preliminary reports of the Meals and Rooms Tax revenue show consistent increases YOY with May coming in at \$24.7 million, June at \$29.2 million, and July at \$35 million

CAMPAIGN KPIS

	Summer 2020			Summer 2021			Summer 2022		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
TV									
# of Spots	18,270	18,270	100%	29,492	36,497	124%	24,292	24,292	100%
OOH									
Impressions	52,000,000	52,000,000	100%	52,000,000	115,630,727	222%	107,000,000	107,000,000	100%
DISPLAY									
Impressions	15,710,523	18,041,189	115%	44,500,000	53,889,816	121%	45,000,000	48,780,000	108%
CTR	0.25%	0.37%	148%	0.25%	0.30%	120%	0.25%	0.36%	144%
CPM	\$11.00	\$10.00	91%	\$11.00	\$10.95	100%	\$11.00	\$10.46	95%
CPC	\$4.20	\$2.42	58%	\$4.00	\$3.64	91%	\$4.00	\$2.90	73%
SOCIAL									
<i>Facebook</i>									
CPE	\$0.40	\$0.04	10%	\$0.35	\$0.05	14%	\$0.15	\$0.17	113%
CPC	\$0.75	\$0.66	88%	\$0.75	\$0.60	80%	\$0.70	\$0.57	81%
CPV	\$0.25	\$0.15	60%	\$0.25	\$0.06	24%	\$0.15	\$0.09	60%
New Likes	3,000	1,300	43%	2,000	7,136	357%	4,600	1,128	25%
Engagements	100,000	1,691,718	1692%	200,000	2,946,436	1473%	750,000	743,105	99%
Impressions	5,000,000	19,712,726	394%	6,000,000	25,037,081	417%	12,000,000	21,361,977	178%
<i>Instagram</i>									
CPE	\$0.35	\$0.40	114%	\$0.45	\$0.05	11%	\$0.30	\$0.05	17%
CPC	\$2.00	\$0.98	49%	\$2.00	\$2.74	137%	\$3.00	\$1.17	39%
Impressions	2,500,000	3,424,181	137%	2,500,000	10,175,011	407%	5,275,000	3,986,453	76%
Engagements	60,000	371,179	619%	70,000	1,144,153	1635%	500,000	737,522	148%
<i>Pinterest</i>									
CPE	N/A	N/A	N/A	\$1.00	\$1.23	123%	\$1.30	\$0.59	45%
CPC	N/A	N/A	N/A	\$2.50	\$1.65	152%	\$2.05	\$0.79	259%
Impressions	N/A	N/A	N/A	200,000	5,030,779	2515%	2,370,000	1,898,350	80%
<i>SnapChat</i>									
eCPSU	\$0.28	\$1.04	378%	\$1.20	\$2.21	184%	\$2.50	\$0.64	26%
Swipe Ups	17,500	16,307	93%	15,000	20,292	135%	17,550	37,555	214%
Impressions	1,000,000	6,777,532	678%	2,000,000	2,007,754	100%	2,506,667	1,322,199	53%
SEM/YOUTUBE									
<i>Search</i>									
CPC	\$0.64	\$0.86	134%	\$0.80	\$1.32	165%	\$1.50	\$0.90	60%
CTR	6%	14%	228%	7%	10%	144%	8%	3.42%	43%
<i>Discovery</i>									
CPC	N/A	N/A	N/A	N/A	N/A	N/A	\$0.44	\$1.15	261%
CTR	N/A	N/A	N/A	N/A	N/A	N/A	0.47%	1.70%	362%